

Message Text

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21

ACTION EA-09

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /047 W

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R 080600Z DEC 76

FM AMEMBASSY JAKARTA

TO USDOC WASHDC

INFO AMEMBASSY SINGAPORE

SECSTATE WASHDC 8121

AMCONSUL MEDAN

AMCONSUL SURABAYA

UNCLAS JAKARTA 15810

SINGAPORE FOR USRTC

EO 11652: NA

TAGS: BEXP, ID

SUBJ: AGRIQUIP '77, SITE SELECTION

REF: A) USDOC 20555, B) JAKARTA 15164

1. SUMMARY: ALTERNATIVE SITES FOR SUBJECT SHOW INCLUDE
JAKARTA HILTON HOTEL AND HOTEL INDONESIA. COST OF FORMER;
\$16,300 AND LATTER; \$15,550. NO OTHER ATTRACTIVE
ALTERNATIVES EXIST. JAKARTA FAIR REDUCED FEE TO \$54,100.
EMBASSY RECOMMENDS USE OF JAKARTA HILTON. END SUMMARY.

2. COST FOR JAKARTA HILTON FACILITIES DESCRIBED REF B)
AS FOLLOWS:

A) BALLROOM AND LOBBY FOR 15 DAYS,
INCLUDING 21 PERCENT TAX U.S. \$16,114

B) SEMINAR ROOM, PER DAY U.S.\$93

C) OUTSIDE SPACE NO EXTRA CHARGE

D) OFFICE SPACE (MAY 1 TO AUG. 15); COMPLIMENTARY

E) ONE SUITE (APPROX. JULY 26 TO AUG. 19); COMPLIMENTARY

F) ROOM RATES SINGLE \$27

DOUBLE \$32

PLUS 21 PERCENT TAX.

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G) FLOOR LOAD CAPACITY, IN EXCESS OF 100 LBS

PER SQUARE FOOT.

H) TOTAL PACKAGES, ASSUMING 2 DAY SEMINAR \$16,300.

3. WE HAVE ALSO CHECKED THE HOTEL INDONESIA. BALLROOM OF 748 SQ. METERS, ADJOINED ON ONE SIDE BY TWO ROOMS OF 100 SQ. METERS EACH, WHICH COULD BE USED FOR RECEPTION AREA OR ADDITIONAL DISPLAY AREA, IF NEEDED. ADJOINED ON OTHER SIDE BY OPEN YARD OF APPROX. 680 SQ. METERS. MAJOR LIMITATION IS FLOOR LOAD CAPACITY OF 300 KG PER SQ. METER. ADJACENT ROOMS ARE NOT LARGE ENOUGH FOR SEMINAR BUT SEMINAR ROOMS AVAILABLE AT SOME DISTANCE ELSEWHERE IN HOTEL. FLYER ON HOTEL INDONESIA FACILITIES BEING POUCHED USRTC CLAUSEN AND OIM: SOUSANE. RATES ARE:

A) BALLROOM AND TWO ADJACENT ROOMS FOR 15 DAYS, INCLUDING 21 PERCENT TAX U.S.\$10,217

B) SEMINAR ROOM PER DAY \$70

C) OUTSIDE SPACE, APPROX. \$100 PER DAY X 15 DAYS \$1500

D) OFFICE SPACE, APPROX. \$26.60 PER DAY X 105 DAYS \$2,795

E) SUITE - 15 DAYS X APPROX. \$60/DAY \$900

F) ROOM RATES SINGLE \$22

DOUBLE \$28 PLUS 21 PERCENT TAX

G) FLOOR LOAD CAPACITY 300 KG PER SQUARE METER.

H) TOTAL PACKAGE \$15,550 (OFFICE SPACE INCLUDE IN THIS CALCULATION TO MAKE COMPARISON WITH HILTON OFFER. LACK OF OFFICE SPACE AT EMBASSY AND INCREASED EFFICIENCY AND CONVENIENCE ALSO ARGUE FOR RENTING OFFICE AT EXHIBIT SITE.)

4. NO OTHER ATTRACTIVE ALTERNATIVE EXIST. HOTEL BOROBUDUR, WHICH WAS CONSIDERED A YEAR AGO FOR ANOTHER EXHIBIT, PRESENTS MAJOR DISADVANTAGES, INCLUDING FACT THAT THERE IS NO RAMP TO BALLROOM WHICH IS ON SECOND FLOOR, THUS CRANE WOULD BE REQUIRED TO LIFT EXHIBITS INTO BUILDING. ALSO HOTEL IS LOCATED IN AREA OF SEVERE TRAFFIC CONGESTION, OUTSIDE EXHIBIT SPACE IS NOT ADJACENT TO BALLROOM, AND AUTHORITATIVE ESTIMATE OF FLOOR LOAD CAPACITY IS NOT RPT. NOT AVAILABLE.

5. ON DEC. 1 JAKARTA FAIR CHAIRMAN OFFERED TO REDUCE FEE FOR USE OF HALL B1 OR B2 FROM U.S.\$52,500 TO \$41,460.
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NO REDUCTION ON RATE FOR OPEN SPACE (\$15 PER SQ. METER) OFFERED. ASSUMING HALF OF OPEN SPACE USED, COST WOULD BE \$12,640 OR TOTAL OF \$54,100 PLUS EXTRAS AS LISTED IN FAIR TARIFF BROCHURE (REVISED COPIES POUCHED OIM AND USRTC). EMBOFF PROMISED TO REPORT OFFER TO USDOC AND TO INFORM CHAIRMAN OF USDOC RESPONSE. EMBOFF ALSO INFORMED CHAIRMAN THAT BECAUSE OF UNAVAILABILITY OF FAIR FACILITIES DURING OUR PREFERRED DATES, AS WELL AS HIGH COST, WE

ALSO INVESTIGATING ALTERNATIVE SITES. BELIEVE THAT WHILE MINOR ADDITIONAL REDUCTIONS MAY BE GAINED THROUGH FURTHER NEGOTIATIONS, UNLIKELY THAT FAIR WOULD AGREE TO RENTAL RATE IN THE \$20,000-\$25,000 RANGE ACCEPTABLE TO USDOC AND USRTC.

6. EMBASSY BELIEVES THAT DESPITE SLIGHTLY HIGHER COST THAN HOTEL INDONESIA, JAKARTA HILTON OFFERS BETTER DEAL. ITS LOCATION PROVIDES EASIER ACCESS. ALL THE FACILITIES REQUIRED ARE ADJACENT TO EACH OTHER. AS THE NEWEST HOTEL IN TOWN, IT IS MORE ATTRACTIVE AND PRESTIGIOUS THAN HOTEL INDONESIA. FINALLY, HOTEL MANAGEMENT IS ANXIOUS FOR THIS BUSINESS. IT HAS ALREADY MADE SIGNIFICANT REDUCTION IN ORIGINALLY QUOTED RATES AND THROWN SEVERAL EXTRAS INTO PACKAGE. WE CAN EXPECT CONTINUED ENTHUSIASTIC COOPERATION FROM MANAGEMENT.

7. EMBASSY RECOMMENDATIONS FOR CONTENT OF SHOW WILL BE SENT BY DEC. 15 AT LATEST.
NEWSOM

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